

E-Mail

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July 19, 1995

To: All Divisions With Shop Rite Stores Supplied by Wakefern Food Corporation

RE: Wakefern Food Corporation
Price Plus Strategy- August

Listed below is the Price Plus Program for the period August 6- September 2.

- ⇒ DORAL \$2 (entire period)
- ⇒ Kool \$ 4 (Aug. 6-20)
- ⇒ Philip Morris - All Brands except Marlboro \$2 (August 6-13)

Based on the above information, please ensure that your Sales People handle the following when contacting Shop Rite Stores during the period Aug. 6-20:

1. Ensure that Shop Rite Price Plus signs for DORAL are placed.
2. Coupon all SALEM Brand Styles at a \$ 4.00 rate to combat the Kool buy down.

In the coming months I will keep you updated regarding competitive Price Plus Programs.

If you have any questions, please advise.

Regards,

Nick

G. N. Kuruc, Jr.

Gk

cc: M. A. Young

L. O'Connor

DM	T&D	REP
1224		
1225	✓	✓
1226	✓	✓
1229		
1230	✓	✓
PTO	SA	
ROM	PA	
RM	PO	
1240	1240	1240

6, 7, 8, 9, 10, 11, 12, 13, 14, 15

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